

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Hong Kong

**Post:** Hong Kong

### Major Food and Beverage Trade Shows in Hong Kong 2011

**Report Categories:**

Promotion Opportunities

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**Report Highlights:**

Hong Kong is one of the top 5 markets for U.S. consumer ready food products and also a major buying center and transshipment point for China and Southeast Asia. Hong Kong has a number of trade shows for U.S. suppliers and exporters to promote their F&B products to potential buyers in Hong Kong, Macau and the region.

## SECTION I. MARKET OVERVIEW

### (A) Hong Kong – a large market for U.S. F&B exports

- The following characteristics make Hong Kong an excellent market for U.S. F&B exporters and suppliers to do business:
  - Free market
  - Wide usage of English
  - Sound legal system
  - Good infrastructure
  - Healthy financial system
  - Many affluent consumers that like western food
  - High food safety standards
- Hong Kong is set to become the 5<sup>th</sup> largest market for U.S. F&B exports in 2010, after Canada, Mexico, Japan and South Korea. The following table also shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Estimated figure for 2010	
Population	7 million	
Tourist arrivals	30 million	(around 50% from Mainland China)
GDP per capita	US\$31,800	(+6.5% over 2009)
F&B retail sales	US\$8.5 billion	(+4.7% over 2009)
Restaurant receipts	US\$10.75 billion	(+5% over 2009)
Gross F&B imports	US\$14 billion	(+10% over 2009)
Retained F&B imports*	US\$10 billion	(+12% over 2009)
F&B re-exports	US\$ 4 billion	(+6% over 2009)

(\* Retained imports = Gross imports less Re-exports)

### (B) Hong Kong – an important gateway for other markets in Asia

- In addition to being a large F&B market, Hong Kong is an excellent gateway for other markets in the region, particularly China. For the first 9 months of 2010, Hong Kong's gross F&B imports reached US\$10.6 billion. Among them, US\$3 billion (or 29% of gross imports) were re-exported to other markets in the region. In particular, F&B re-exports to China were US\$1.6 billion, or 15% of gross imports, or 53% of total re-exports.
- Hong Kong received around 30 million tourists a year. Among them 50%, or 15 million are from Mainland China. Selling to Hong Kong means indirect exposures to 30 million affluent customers from Mainland China and other parts of the world.

**(C) U.S. F&B products are popular in Hong Kong**

- U.S. F&B products are well known in Hong Kong for their quality, taste and reasonable prices. The following table shows the most popular COAP and Seafood Products that Hong Kong imported from the U.S.:

**Table 2. Hong Kong Imports of  
COAP and Seafood Products from the U.S. (US\$ million)**

<b>HS Code</b>	<b>Description</b>	<b>Jan-Sep 2009 (A)</b>	<b>Jan-Sep 2010 (B)</b>	<b>Growth (B)/(A)</b>
Group 125	Consumer Oriented Agriculture Total	1,180	1,635	39%
Group 77	Fish & Seafood Products	83	110	33%
<b>Popular Items</b>				
0207	Meat & Ed Offal Of Poultry, Fresh, Chill Or Frozen	117	410	251%
0802	Nuts Nesoi, Fresh Or Dried	261	324	24%
0805	Citrus Fruit, Fresh Or Dried	84	111	31%
0307	Molluscs & Aqua Invert Nesoi, Lve Etc.; Flours Etc	50	67	34%
0202	Meat Of Bovine Animals, Frozen	43	63	47%
0809	Apricots, Cherries, Peaches, Plums & Sloes, Fresh	44	59	33%
0808	Apples, Pears And Quinces, Fresh	33	44	36%
2204	Wine Of Fresh Grapes; Grape Must Nesoi	29	33	13%
0306	Crustcns Lve Frsh Etc, Ckd Etc.; Flrs Mls H Cnsump	18	28	54%
1602	Prepared Or Preserv Meat, Meat Offal & Blood Nesoi	21	28	31%

(Source: Calculations based on World Trade Atlas data)

(\* Fastest-growing items are marked with an asterisk)

## SECTION II. MAJOR F&B TRADE SHOWS

### (A) Overview

- To promote U.S. food products, ATO will participate in major trade shows in Hong Kong. U.S. exporters may wish to consider participating in these trade shows so as to introduce their products to Hong Kong buyers as well as buyers from other countries in the region.

**Table 3. Major Hong Kong F&B Trade Shows in 2011**

<b>Date</b>	<b>Name of Show</b>	<b>Website</b>
May 11-14, 2011	HOFEX 2011*	<a href="http://www.hofex.com">http://www.hofex.com</a>
Aug 25-27, 2011	Natural Products Expo Asia	<a href="http://www.naturalproductsasia.com">http://www.naturalproductsasia.com</a>
Sep 6-8, 2011	Restaurant and Bar	<a href="http://www.restaurantandbarhk.com">http://www.restaurantandbarhk.com</a>
Sep 6-8, 2011	Asian Seafood Exposition	<a href="http://www.asianseafoodexpo.com">http://www.asianseafoodexpo.com</a>
Sep 7-9, 2011	Asia Fruit Logistica*	<a href="http://www.asiafruitlogistica.com">http://www.asiafruitlogistica.com</a>
Nov 3-5, 2011	4 <sup>th</sup> Hong Kong Int'l Wine & Spirits Fair	<a href="http://hkwinefair.hktdc.com">http://hkwinefair.hktdc.com</a>

(\* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: [http://www.fas.usda.gov/agx/trade\\_events/usda\\_shows.asp](http://www.fas.usda.gov/agx/trade_events/usda_shows.asp))

### (B) Details

<b>Name of Show</b>	<b>HOFEX</b>
Dates	May 11-14, 2011
Frequency	Biennial
Description	Largest F&B trade show in Hong Kong
Website	<a href="http://www.hofex.com">http://www.hofex.com</a>
No. of Exhibitors*	Over 1,800 from 40 countries
No. of Visitors*	32,479
No. of U.S. Exhibitors*	41
Products showcased by U.S. Exhibitors*	Beef, cheese, sausages, honey, pecans, whipped cream, breakfast cereals, candies, chips, soft drinks, sauce, pork, flour, snacks, bagels, almonds, cooking oils, salad dressings, wines, potatoes, rice, crabs, halibut, salmon, eggs, peanuts, natural and organic products.
<b>Photos*</b>	



(\*at the last show in 2009)



Name of Show	Natural Products Expo Asia 2010
Dates	Aug 25-27, 2011
Description	Only specialized trade show for natural and organic products
Website	<a href="http://www.naturalproductsasia.com">http://www.naturalproductsasia.com</a>
No. of Exhibitors*	400-500
No. of Visitors*	12,000 (est.)
No. of U.S. Exhibitors*	18
Products showcased by U.S. Exhibitors*	Dietary Supplements, Vitamins, Herbal Supplements, Organic, Skin Care, Pet Food
<b>Photos*</b>	
	

(\* at the last show in 2010)

Name of Show	Asia Fruit Logistica
Dates	Sep 7-9, 2011
Description	Only specialized trade show for produce and nuts
Website	<a href="http://www.asiafruitlogistica.com">http://www.asiafruitlogistica.com</a>
No. of Exhibitors*	304
No. of Visitors*	4,100
No. of U.S. Exhibitors*	17
Products showcased by U.S. Exhibitors*	Dates, kiwifruits, strawberries, table grapes, tree fruits, citrus, pistachios, apples, and pears
<b>Photos*</b>	



(\* at the last show in 2010)

Name of Show	Restaurant and Bar
Dates	Sep 6-8, 2011
Description	F&B trade show targeted towards the food service sector
Website	<a href="http://www.restaurantandbarhk.com">http://www.restaurantandbarhk.com</a>
No. of Visitors*	11,271
<b>Photos*</b>	
	

(\* at the last show in 2010)

Name of Show	Asian Seafood Exposition
Dates	Sep 6-8, 2011
Description	Only specialized trade show for fish and seafood products
Website	<a href="http://www.asianseafoodexpo.com">http://www.asianseafoodexpo.com</a>
No. of Visitors*	8,000 (estimated)
No. of U.S. Exhibitors*	7
Products showcased by U.S. Exhibitors*	Salmon, lobster, carp, halibut and other seafood products
<b>Photos*</b>	





(\* at the last show in 2010)

Name of Show	4 <sup>th</sup> Hong Kong Int'l Wine & Spirits Fair
Dates	Nov 3-5, 2011
Description	Specialized trade show for wine and spirits
Website	<a href="http://hkwinefair.hktdc.com">http://hkwinefair.hktdc.com</a>
No. of Exhibitors*	700 exhibitors from 30 countries/regions
No. of Trade Visitors*	14,000
No. of Public Visitors (last day of the show)*	Over 14,000
No. of U.S. Exhibitors*	21
<b>Photos*</b>	
	

(\* at the last show in 2010)

### SECTION III. CONTACT AND FURTHER INFORMATION

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